Daisy

America’s Back (page 738)

1. Explain how “Daisy” (a 30-second ad) helped Lyndon B. Johnson win the presidency in 1964. (5 points).
2. Explain how “America’s Back” helped Ronald Reagan with the presidency in 1984. (5 points).
3. Define the following terms: (1 point per term)
   1. rhetorical fallicies
   2. logical fallicies
   3. biography ads
   4. vision ads
   5. negative ads
   6. scare adds
4. What are the 3 things we should consider when analyzing persuasion in political ads? (2 points each)
5. Explain how politicians use Visual Elements to persuade their audience to vote for them. (5 points)
6. Explain the following 3 Persuasive Techniques: (3 points each)
   1. Emotion appeals
   2. Glittering generalities
   3. “Plain folks” appeals
7. How can music impact a politicians campaign positively? Negatively? (2 points each)
8. How is a Voice-over used to create a positive or negative image of a candidate?